

What is claimed is:

1. A media display system attachable to a lateral restraint along the front side of a ski-lift chair, comprising:

5 A body member attachable to the lateral restraint of the ski-lift chair, said body member having a width running generally parallel to the restraint of the ski-lift chair, a vertical thickness, and a length oriented from front to back with respect to the chair and oriented transverse to said width and said thickness, wherein said length measured in a central one-third of said width is at least two times greater than the corresponding thickness; and,

10 A frame member located on top of said body member, said frame member having a viewable region therein, said frame member being adapted for holding printed media therein.